

# € TRAINING

Effective Negotiation, Persuasion and Critical  
Thinking



23 - 27 September 2024  
Casablanca (Morocco)  
New Hotel



# Effective Negotiation, Persuasion and Critical Thinking

REF: C720 DATE: 23 - 27 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

## Introduction:

Alliances in business are a natural route for development - but not all contracting relationships can truly be seen as alliances. A good, trusting and open relationship is essential for a long-term and successful alliance - and this needs to be practiced by the negotiators involved.

Negotiation is inevitably at the heart of every process to achieve what you want, whether in an agreement, bargaining for an item, or closing a deal. At the end of each negotiation, the goal is to seek a win/win outcome - an essential characteristic of long-lasting alliances.

This conference provides an essential framework for effective negotiation which will be vital for building and exploiting an alliance - from building the relationship, critical thinking to prioritize goals

## Conference Objectives:

At the end of this conference the participants will be able to:

- Develop a framework for analyzing current alliances and develop an effective plan and strategy for negotiations
- Practice and develop skills for influencing others
- Appropriate behaviors for each negotiation stage to deliver results
- Recognize and counter the most common negotiating ploys
- Prioritize and plan their negotiation strategy through critical thinking

## Targeted Audience:

- Personnel from a wide range of business disciplines
- Delegates wishing to develop negotiation skills in alliance building
- Delegates who regularly work with external suppliers or customers
- Departmental Heads requiring to form interdepartmental alliances to achieve results

## Conference Outlines:

### Unit 1: Developing Alliances:

- Characteristics of a strategic alliance - effects of market dominance
- Culture and perception - and effects in building alliances
- Building trust through communication and achieving results for the alliance bearing in mind its "life cycle"
- Personality - strengths & weaknesses in negotiations
- Minimizing communication blockers to maintain relationships
- Development review and action planning

## Unit 2: Influence & Persuasion Skills in Managing The Alliance:

- Challenges of meetings - group and individual strategies
- The positive influence of listening in challenging situations - good and bad news!
- Applying rules of influential presentations to maximize the impact
- Maintaining compatible body language & using logic, credibility, and passion
- Feedback and action planning

## Unit 3: Strategy in Negotiation Skills for Partners and Allies:

- Steps in win/win negotiation
- The keys to collaborative bargaining in partnering
- Leverage: What it is and how to use it
- Negotiation tactics and ploys
- Dealing with difficult negotiators and barriers
- Ethics in negotiation

## Unit 4: Higher Level Negotiation Skills for Challenging Situations:

- Listening and responding to signals and informal information
- Recovering from reversals, errors, and challenges
- Developing a climate of trust
- Higher-level conversation techniques
- Concentrating action on the needs of alliance partners

## Unit 5: Maintaining Alliances: Critical Thinking for Decision Making:

- Gaining control and using information - formal and informal
- Identifying sources and testing assumptions
- Framing the problem
- Decision making under pressure
- Reviewing strategic alliances and building a personal action